



SMBiT
PROFESSIONALS
- STRENGTH IN NUMBERS -

Advertising Guidelines

Advertising guidelines

*SMBiT Professionals is **the industry association** for information technology service providers specialising in Small and Medium Business. Our members achieve optimal outcomes for SMB clients by applying best practice in the implementation and management of appropriate Information Technology, and through continuous professional development, strong partner relations and open information exchange.*

Introduction

SMBiT Professionals is established with the goal of providing mutual support and help to members running IT services businesses serving the SMB space. It is a member-based industry association, but encourages partners to participate in its activities and mailing lists on the basis that:

- They can offer assistance to members
- They make their identity as partners abundantly clear

The second requirement is important, since the integrity of advice is fundamental – members need to know from the experience of other members what works and what doesn't, as well as what partners have to offer. This is assured by requiring partner representatives to identify themselves as such when contributing to the association in person or in electronic form. The SMBiT Professionals Advertising Guidelines follow this concept. Advertising can be of value when it points members to products, services or events that prove useful.

Guidelines

SMBiT Professionals allows advertising on the partner mailing list (admin@smbitpro.org) subject to the following guidelines. Please refer to the *Email Guidelines* document for corresponding information.

1. Advertisers are limited by their advertising credits allowance with their term sponsorship. The SMBiT Professionals admin assistant (admin@smbitpro.org) may advise a partner of their current entitlements available, or utilised.
2. Information sent to the SMBiT Professionals mailing list which is of a purely technical and informational (ie. non-revenue generating for the partner) nature (e.g. bug notifications, workarounds, response to members questions) are not considered advertising, even when posted by partners.

3. Advertisements **MUST** be first screened and approved by the SMBiT Professionals Partner Relations Committee. Partners are expected to adhere to this policy. Please send final advertisements for approval to admin@smbitpro.org.
4. All advertisements will be required to have the word “ADVERTISEMENT:” prepended to the subject line when sent to the list.
5. The term ‘Advertisers’ includes all companies promoted in an advertisement. Therefore, if an advertisement is for a seminar at which Microsoft will present, for which IBM, HP and Trend Micro are event sponsors, and for which CRN is the principle promoter, all five of these organisations must submit their advertising for pre-approval, so their entitlements can be individually debited.
6. Each party submitting an advertisement to SMBiT Professionals warrants that;
 - It is authorised to submit such advertisements on behalf of all parties named in the advertisement, and
 - The advertisement is in conformance with all relevant legislative requirements and industry practice guidelines.
7. Each party submitting a communication or advertisement to SMBiT Professionals indemnifies SMBiT Professionals, including their boards, directors, executives, committees, staff and members from any liability which may arise in any way from such communication.
8. The partner sponsor and its employees or authorised representatives are responsible for understanding and utilising these guidelines and engaging with the SMBiT Professionals organisation and its members, teams and executive.
9. The SMBiT Professionals organisation and/or its’ board of directors reserves the right to change and/or alter any of these guidelines at any time without notice.